PSYOP Definition

- **Planned Operations to Convey Selected Information and Indicators**
- **Influence the Emotions, Motives, Objective Reasoning and <u>Ultimately the Behavior</u>**
- **Foreign Audiences -- Foreign Governments, Organizations, Groups and Individuals**

Joint Pub 3-53, Doctrine for Joint Psychological Operations, 10 July 1996

…Commander's Primary Tool to Communicate with Foreign Target Audiences…

…Combat and Diplomatic Multiplier…

Basic PSYOP Principles

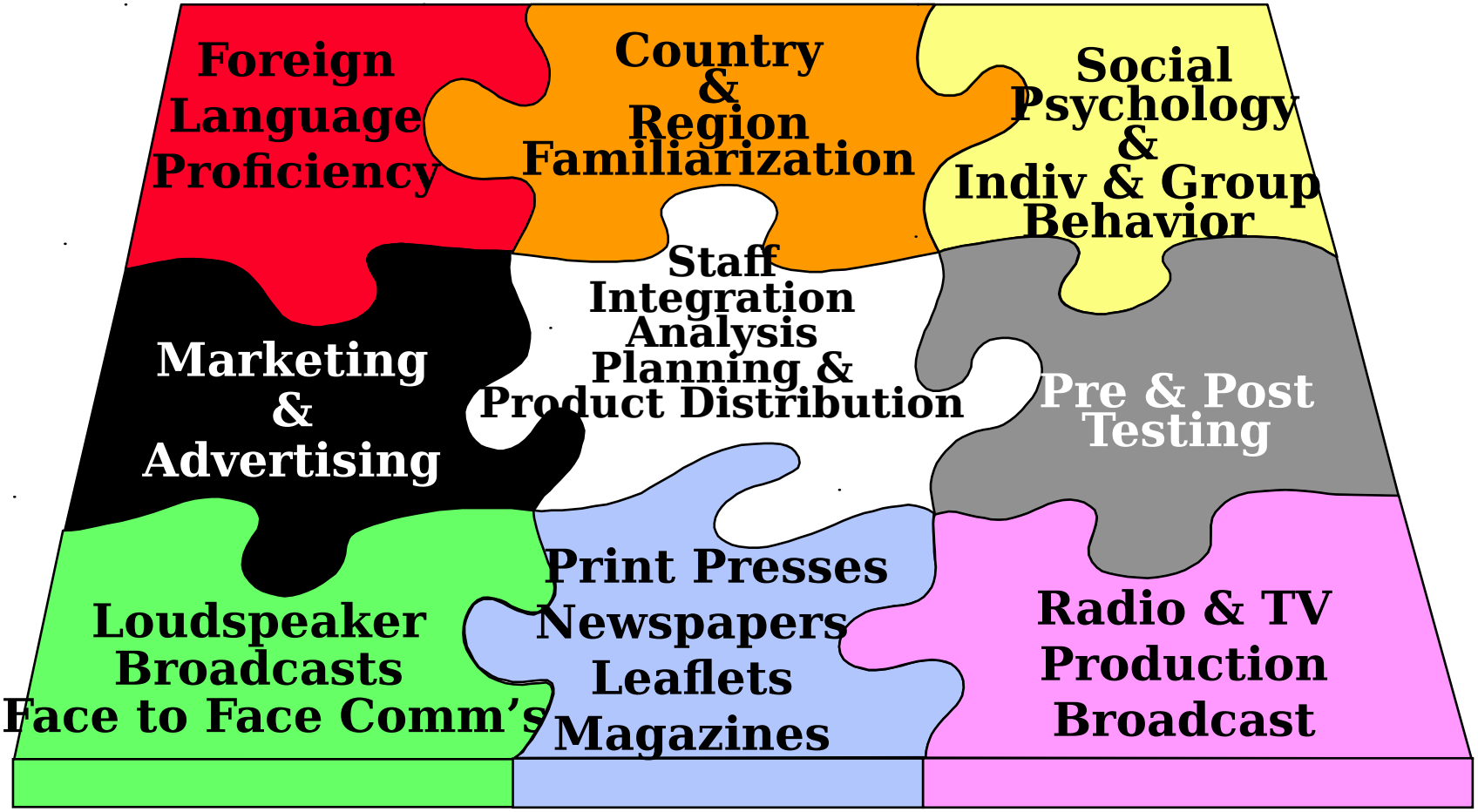
- **PSYOP is an art**
- **Science part of PSYOP is the process -- planning, target audience analysis, product development and testing**
- **PSYOP works best when based on the truth**
- **PSYOP must be coordinated, synchronized, integrated and deconflicted with all other actions and messages**
- **Need to use all appropriate media when sending PSYOP messages**

… Synergy of PSYOP with Operations Multiplies Impact of Those Operations …

4th PSYOP Group Mission

To deploy anywhere in the world on short notice, and plan, develop, and conduct Psychological Operations in support of Unified Commanders, coalition forces, or other government agencies as directed by the National Command Authorities.

PSYOP Core Competencies


Foreign Language Proficiency
Country & Region Familiarization
Social Psychology & Indiv & Group Behavior
Staff Integration Analysis Planning & Product Distribution
Marketing & Advertising
Pre & Post Testing
Loudspeaker Broadcasts Face to Face Comm's
Print Presses Newspapers Leaflets Magazines
Radio & TV Production Broadcast